TRUE 1:1 CAN BE A REALITY; IT'S ALL ABOUT RELEVANCY

By Brett Dashwood edp, OutputLinks Asia Pacific   ***(Also Inside: Insights on Printing Industries of America)***

Too many companies are still restricting their marketing efforts to generic or simple personalization. Often this is due to a failure to understand the potential inherent in their knowledge of their customer's data. Sometimes it's just inertia.

Many don't realize that they could dramatically increase their response rates and reduce their volumes by spending more time at the front end of the process, creating communications that are more relevant to the individual recipients.

The younger generations are re-embracing print and mail, as long as it's personalized and relevant. Many no longer use email for anything they don't have to, preferring social media channels. Most, however, love receiving a letter in the letterbox…but only respond if it is relevant to them. The amount of customer data and usage patterns available today leave companies with no excuses for not communicating 1:1. It's all about relevancy, and relevancy is achieved by using data effectively.

With the rapidly changing landscape of the printing industry, many print service providers (PSPs) are spending a lot of time, effort and money on keeping the business they have, as well as getting more customers for their existing services. It's not news that to keep up with demand, a lot have added digital printers to their production environment to help facilitate more cost effective shorter runs. ***Those that are looking at the next step forward have also added data-driven personalization capabilities***; however, is the output as relevant—and therefore as valuable—as it could be? How are you going to expand your offerings in 2014?

I recently discussed this issue with Australian business leader **Howard McDonald**. He's current chairman of **Rodd & Gunn**, previous chairman of **Myer Holdings Limited**, and former managing director of **Just Group**. He agreed that "absolutely, nobody wants to receive an offer for something they already have or don't need."

We continued about the fact that today we have the data, so it "all should be about 1:1 marketing." He went on to say that "too many companies don't seem to think about all of the data they already have about their customers."

I agree with McDonald's sentiments 100 percent, and I think that the two biggest issues are: **1. Status quo** – "That's the way we've always done it" and the perception that the financial and time cost of change to do anything differently will be too great. **2. Lack of knowledge and experience** – I am still amazed when I review with senior people some of the levels of personalization that we were achieving 10 or even 20+ years ago and get back, "Really, you can do that?"

Yes, simply by using the data you already have about your customers more effectively, you can make every object or component of a document variable. Feasibly, every piece of every page of every document could be variable, whether the run is hundreds, thousands, hundreds of thousands or more.

We've all received the generic letter with a "Dear Sir/Madam." It may have been addressed to your house, but no personalization. We may have even received (or produced) a letter or direct mail piece that has some good use of our name, yet is trying to sell us something that we've already bought, or something they should know we don't need.

This opens up several opportunities for PSPs. They can expand their existing in house capabilities by educating or recruiting. Alternatively, they can look at strategic partnering. Just as PSPs are experts in their field of print, mail houses and print and mail service bureaus are experts in data and mail.

NAMES IN THE NEWS

♦ **Doug Lowary** joined PriscoDigital as vice president sales – western region.

♦ Standard Register appointed four new officers of the company: **Greg Greve**, executive vice president, enterprise delivery; **Joseph L. Klenke**, executive vice president, advanced technology and channels; **Jeffery L. Moder**, executive vice president, corporate marketing; and **Amy Reilly**, executive vice president, organizational effectiveness.

♦ **David Leskusky** became president of North American Publishing Co. He succeeds President **Ned Borowsky**, who becomes vice chairman of NAPCO alongside his father, Chairman and Founder **Irvin J. Borowsky**. Leskusky will assume day-to-day operations and report directly to Borowsky.

♦ **Joe Fazzi**, former IDEAlliance vice president of media production technologies, joined Alwan Color Expertise as VP of business development.

♦ **Julie Chamberlain** became the customer service administrator for Rochester Software Associates.

♦ **Robert Border** was named chief information officer of SGK, formerly marketed as Schawk, Inc.

♦ **Rose Nowak-Smith** joined GPA as a territory sales manager, serving the substrate needs of northern California, San Francisco, San Diego and Hawaii.

♦ **Ronald Shepard** took on the role of national document sales manager and Trillium Specialist – USA for Xeikon NV.

♦ Finch Paper announced the addition of four business development managers: **Clive Gillanders** as national sales director; **Gary Dow** as business development manager; **James Bird** as a business development manager; and **Zachary Small** as a Canadian account manager.

♦ **Tyler Maddox** was hired as a sales consultant with Hopkins Printing.

♦ **Max Golter** was named vice president of sales for Matik, Inc., for various product lines.

COVER STORY: PERSONALIZATION (Cont.)

My advice would be to explore partnership opportunities with complementary businesses in your local area. Obviously, keeping costs down and profits up is important. However, enabling your business to better and more completely service your customers—with the right products and services, turnarounds and costs—is what ensures ongoing profitability.

Print isn't the only way for you to expand your offerings in this area of personalized customer communication. Gone are the days of single channel communication with your customers and your customers' customers. Rather than simply getting more quantity in a run, focus on getting more quality and relevant output, whether it is just print or print supplemented by email or web-based communication.

Adding data preparation, postal sorting, business analysis and rule generation can create an additional revenue stream for you and, moreover, usually creates more design work, too. Instead of a single layout, you may now have the potential of removing components of text and incorporating data or calculated values instead. This in turn may also require generating different versions of particular document components that get variably pulled in on-the-fly throughout the run based on different conditions. When adding personalization, you are not simply limited to presenting the data provided in the data file from the customer. You may be given name and address details; however, can you extract the gender from that data? Can you pull the postal code or something else about their location? Do you have additional usage or profile data in the file that you could interrogate to add more relevance to the piece? And just because the customer didn't supply specific data in the file, doesn't mean it's not available. Just like every new offering for your business, you need to look outside the square for additional opportunities.

It is important to realize that this is not only about technology and resource capability. Just like adding digital print to a commercial print shop for short run static, the sales processes and workflow requirements need to be modified to make personalized customer communication work effectively.

Whether we like it or not, much of the printing industry has been commoditized. Customer service, turnaround and diversified offerings are how printers are keeping and getting customers. Adding digital capabilities was seen as a differentiator, enabling shorter runs and even quicker turnaround. Now that digital quality is arguably reaching or surpassing the quality of offset, even this is becoming a commodity in many sectors.

Incorporating data-driven personalization and variability can extend your service offering to give your customers greater value, and your business a new way of gaining revenue.

If companies have data about their customers, they need to use it effectively. If they don't and can source it, they need to get it. If you don't know how to get it for them, you should find out how.

1:1 marketing is not just a goal that companies should aim towards, but a reality they should be implementing today. This creates a wonderful opportunity for PSPs to expand their business offerings and become more embedded within their customer's business as a true partner.

It's all about relevancy, and that can be achieved for a lot less than you might think. ***Thoughts?*** Do you have an example of good data use that shows greater than average relevancy? Are you looking for ways to better utilize data about your customers or your customer's customers? *TalkBack@GreensheetBIZ.com*

Brett Dashwood edp is vice president, OutputLinks Asia Pacific and the managing director of The Document Institute.

Of Note: According to **The Data-Driven Marketing Institute**, an initiative of the **Direct Marketing Association**, the Data-Driven Marketing Economy (DDME) added $156 billion in revenue to the U.S. economy and fueled 675,000+ jobs in 2012. In California alone, the DDME fueled more than 90,000 jobs and provided more than $21 billion in revenue to the state's economy in 2012. See **thedma.org/valueofdata**.

In addition, a survey by **Lyris, Inc**. and conducted by **The Economist Intelligence Unit**, shows that 45 percent of marketing executives are failing to use data to understand consumers. Despite the vast amounts of consumer interactive data available, the survey reveals a disconnect between marketing strategy and what is really influencing consumers. For example, 70 percent of consumers believe attempts at personalization are superficial and 63 percent of consumers claim that they have grown numb to it. Check out **lyris.com/eiu.**

AWARDS

- **Dean Swenson**, president at The Swenson Group, was selected for the FY2012 Konica Minolta Dealer of Excellence Award. Konica Minolta also recognized **Terry Newsom**, CEO of Pacific Office Automation, Inc. for the FY2012 Konica Minolta Dealer Lifetime Achievement Award.

- **FlexPrint, Inc.** was named to The Build 100 by *Inc.* magazine, a new business index that honors an elite tier of companies that have expanded their employment in each of the past five years.

- **WebbMason** topped the charts of *Print Solutions* magazine's annual Leading Distributors issue in several categories based on 2012 revenue. The company secured first place in the Commercial Printing category with $40.8 million in sales. Webbmason also made its debut on the *Tampa Bay Business Journal* List of 25 Largest Commercial Printers.

- Agfa Graphics' Sustainability Awards program recognized six companies that are proactively involved in sustainability initiatives: **Gráfica e Editoro Aquarela**, **Cascades**, **EarthColor**, **Graphica Printer**, **Badische Neueste Nachrichten**, and **Bright Printing**.

- Printing Industries of America announced the recipients of the 2013 Best Workplace in the Americas Awards. Honorees include: **Tailored Label Products**; **Vox Printing, Inc.**; **Disc Graphics, Inc.**; **Midland Information Resources**; **Robbie Flexibles**; **Royle Printing**; **Suttle-Straus, Inc.**; **American Packaging Corporation**; **Hammer Packaging**; **The John Roberts Company**; **Ripon Printers**; **SmartPractice**; **Smyth Companies, LLC**; **Weldon, Williams and Lick, Inc.**; **Elk Grove Graphics**; **Syracuse Label & Surround Printing**; **Western Graphics, Inc.**; **Boutwell, Owens & Co., Inc.**; **Communicorp, Inc.**; **GPA Acquisition Company**; **Hopkins Printing**; **MOSAIC**; **Courier Corporation**; **Flower City Printing, Inc.**; **Midstates, Inc.**; **Times Printing Co. Inc.**; and **Valassis Communications**.

'WOMEN OF DISTINCTION' PINPOINT HOT PRINTING TRENDS FOR 2014

By Julie Plata, the OutputLinks Communications Group

What are some of the hottest printing, graphic arts and enterprise communications developments and technologies for 2014? While the Chinese zodiac says 2014 is the Year of the Horse, the **2013 Women of Distinction** actually declare 2014 as the Year of Big Data and Cross Media.

The Women of Distinction is an annual awards program from the **OutputLinks Communications Group** that honors and celebrates the numerous achievements of exceptional women in print communications and graphic arts around the world. The women are all distinguished and well-known industry achievers, selected for their experience, leadership and contributions to the industry.

Here's what's trending for 2014, according to the 2013 Women of Distinction:

Big, Big Data Multi-Channel World – **Barbara Stainbrook**, senior vice president of production print sales and partnership alliances for **Konica Minolta Business Solutions U.S.A., Inc**., believes big data combined with consumer analytics are helping marketers develop highly targeted and customized multi-channel campaigns for reaching consumers. "This will allow companies to drive customer loyalty and marketing ROI by pinpointing the response psychology of potential prospects," says Stainbrook.

Indeed, big data is already a factor to be reckoned with. A June 19, 2013 *New York Times* article reports that online marketing companies are already focusing on the next generation of targeted advertising—one that collects and analyzes vast streams of data from social media, credit card histories and Web habits. "That information helps to create ads that are increasingly personalized and nuanced," notes the *Times* article. "Often these ads are shown to consumers in real time based on what they do moment to moment."

Debbie Vieder, of the **Graphic Arts Show Company** (GASC), says new opportunities are on the horizon for every company in 2014, based on its market, equipment, expertise and future goals. "In today's multi-channel, mixed media environment, scores of new cross-media applications are huge and growing, providing high margin opportunities to grow volume and increase the bottom line," says Vieder, who's the director of communications for GASC, producer of the annual **GRAPH EXPO** and quadrennial global **PRINT** exhibitions. "With ROI the ultimate benchmark of success, Direct Mail applications that can masterfully manage data to provide previously unimaginable response rates are HOT now."

Reach Customers 1:1 Style – "Personalized" and "nuanced" are some of the key words for 2014, according to **Katherine O'Brien**, senior editor of the *American Printer* magazine. "We're seeing more campaigns that use high-volume transaction output techniques in various media, with the goal of producing a completely individualized experience for every single recipient," she explains. "For example, a reader can point a smart phone at a page or a particular ad and be taken straight to an individualized landing page to talk to the brand or to get more information or place an order."

O'Brien says 2014 is THE year for content marketing. "I like the **Content Marketing Institute's** definition," she says. "Rather than pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty. The challenge for our readers is helping their customers evaluate their print and electronic options and combine them for maximum effectiveness. Social media is a big part of the mix."

Jodie Sangster, CEO of the **Association for Data-driven Marketing and Advertising** (ADMA), states, "Overall, technology is playing a critical role in bringing print to life and developing a bridge between the online and offline worlds." She points to the introduction of augmented reality technology, video shaping and print coding. "Print will see a revitalization and will continue to be integrated and brought to life with mobile, video, online and social," she says.

Konica Minolta's Stainbrook concurs. "Over the next few years, we will see the emergence of a new class of automated multi-channel media marketing solutions that will help marketers manage and deploy integrated campaigns—from direct mail to social media—in one fully-integrated platform," she says. "The most successful printers—commercial or in-plant based—will evolve to become marketing consultants to their clients." —***Read Julie Plata's complete article at*** *GreensheetBIZ.com* ***>>>.***

> **GreensheetBIZ.com** includes more in-depth coverage. Bold, underlined text indicates a link in the online edition.

SCUTTLEBUTT & OTHER SUNDRY STUFF

♦ **GreensheetBIZ** *TalkBack*: **Bob Lindgren**, president of the **Printing Industries Association, Inc. of Southern California**, (PIASC) responded to **Dennis Mason's** column in the last issue of *GreensheetBIZ*: "I find Dennis' analogy from *Bowling Alone* and the demise of social organizations like the **Masons** and the **Odd Fellows** to explain recent changes in **Printing Industries of America** (PIA) odd, indeed. Surely, he must know that the PIA changes simply reflect the changes in the printing industry and are a refocusing on those resources that are really central to the needs of that industry. Just as printers have refocused their businesses to react to changing demands, so have associations. More importantly, the printing industry continues to be preeminently an industry of small business not **Fortune 500** firms. What our associations (PIA and PIASC) bring to them are the staff resources that they lack to enable them to deal with business challenges—particularly in the areas of regulatory compliance (particularly air quality), wage and hour rules, and sales tax. Dennis suggests that firms could just look these up on the Internet. Yes, they could, but the Association has specific manuals in these topic areas and staff expertise to discuss individual problems—**Google** doesn't. The Association also has an advocacy role which has been very effective in getting government to understand the realities of our business and thus to mitigate ill consequences of regulation. Also, the Association brings these firms a multitude of 'buying power' programs, giving members access to needed products at discounted prices. It facilitates peer groups enabling firms to learn from each other on a non-competitive basis. It provides a continuing flow of industry specific information through its publications and a range of topic specific listservs. PIASC has 1,100 member firms in the metro Los Angeles who are paying for services that they find of value. How do we that this is true? Simple, because they vote every month with their checkbook." *Thoughts? TalkBack@GreensheetBIZ.com*

♦ According to **FESPA Digital 2014**, which will take place in Munich, May 20-23, 2014, the wide format digital sector is on the rise. The info was gleaned from a survey of the FESPA printing community, forecasting the prevalence of digital by 2015. Over half of the 250 printers surveyed by **InfoTrends**, on behalf of FESPA in summer 2013, reported that wide format digital now represents more than a third of their revenue. In two years' time, 72 percent of respondents expect this to be the case, with 54 percent forecasting half their business to come from digital and almost a third anticipating that digital will make up one third of their income. The respondents to the survey spanned 53 countries. See **fespa.com/digital**.

Michael's Memo *Perspective from* GreensheetBIZ Guest Contributor Michael Makin

I read with curious interest the assertion made in the last *GreensheetBIZ* by **Dennis Mason** [a *GreensheetBIZ* associate editor] that associations "have simply outlasted their need or have not responded fast enough to societal changes."

It should come as no surprise that I find this statement preposterous. In fact, given the monumental changes impacting our industry every day, from legislative and regulatory to economic and technological, I would argue that associations have never been more important.

The mission of Printing Industries of America, in a nutshell, is to provide its members with the tools and information they need to succeed in business and run profitable companies. Our core services offerings include serving as the industry's voice in the nation's capital, providing economic analysis and benchmarking tools, being the industry resource in the environmental, health and safety arena, and offering human relations assistance. We also offer our members a toll-free technical hotline, unbiased research and commentary on the latest technologies impacting the industry through white papers, case studies and our monthly *Tech Alert* publication, conflict resolution services with our lab, and technical consulting. And we provide a number of significant savings programs for the membership. This is all delivered through our network of affiliates from coast to coast, differentiating our organization from any other the industry by offering members national services with local delivery.

As we look to the future, we see great opportunities for print—particularly for companies seeing the value in offering print in conjunction with other services. It's all about becoming an integral part of a customer's business—helping them put together integrated media messaging for marketing. It can also be about taking over the distribution channel for a client's print and digital media needs.

Traditional communication silos—publishing, advertising, broadcasting, marketing and print—are all in a state of change. Printers are in a unique position to take charge of integrated marketing communication because, despite the growth of digital media like tablets and smartphones, a growing number of studies show that print is still an important part of many types of communication, especially for marketing.

Through our ever-expanding **Integrated Print Center**, Printing Industries of America will continue to keep our members current on integrated marketing communication trends, tools and techniques through hands-on applications, online video training series, learning management systems, reports and relevant information feeds.

Printers need not navigate through these changes alone—they have an amazing resource through their local affiliate and Printing Industries of America.

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